

Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A tape printing control device comprising:

~~first storage means for storing~~ a first memory that stores a first character string to be printed on a tape-like print medium;

~~first image generation means for generating~~ a first image generator that generates a print image in which the first character string stored in the first ~~storage means~~ memory is arranged in a width direction of the tape-like print medium;

~~second image generation means for generating~~ a second image generator that generates a print image in which the first character string stored in the first ~~storage means~~ memory is arranged in a lengthwise direction of the tape-like print medium; and

~~print control means for executing~~ a print controller that executes print control so that the print image generated by one of the first and second image ~~generation means~~ generators will be printed on the tape-like print medium first and thereafter the print image generated by the other will be printed on the tape-like print medium.

2. (Currently Amended) The tape printing control device according to claim 1, further comprising ~~print range setting means~~ a print range setting system capable of setting a print range in the lengthwise direction of the tape-like print medium for at least one of the print images generated by the first and second image ~~generation means~~ generators.

3. (Currently Amended) The tape printing control device according to claim 2, wherein the print ~~control means~~ controller executes the print control so that the print image generated

by the first image ~~generation means~~generator will be printed being repetitively arranged in the print range set by the print range setting ~~means~~system.

4. (Currently Amended) The tape printing control device according to claim 2, wherein the first image ~~generation means~~generator generates a print image in which an image of the first character string stored in the first ~~storage means~~memory, being arranged in the width direction of tape-like print medium, is repetitively arranged in the print range set by the print range setting ~~means~~system.

5. (Currently Amended) The tape printing control device according to claim 1, further comprising ~~second storage means for storing a~~second memory that stores a second character string to be printed on the tape-like print medium,

wherein the second image ~~generation means~~generator generates a print image containing both the first character string stored in the first ~~storage means~~memory and the second character string stored in the second ~~storage means~~memory in one image.

6. (Currently Amended) The tape printing control device according to claim 1, further comprising ~~size change means for changing a~~size change system that changes sizes of the print images generated by the first and second image ~~generation means~~generators.

7. (Currently Amended) The tape printing control device according to claim 2, further comprising ~~size change means for changing a~~size change system that changes sizes of the print images generated by the first and second image ~~generation means~~generators corresponding to the print ranges set by the print range setting ~~means~~system.

8. (Currently Amended) The tape printing control device according to claim 1, further comprising ~~print repetition specifying means for specifying a print repetition specifying system that specifies~~ the number of printings for the print image generated by the first or second image ~~generation means~~generator.

9. (Currently Amended) The tape printing control device according to claim 1, wherein order of printing of the print image generated by the first image ~~generation means~~generator and the print image generated by the second image ~~generation means~~generator in the print ~~control means~~controller is settable.

10. (Currently Amended) The tape printing control device according to claim 1, wherein the tape printing control device executes control for forming a mark allowing discrimination between the print images generated by the first and second image ~~generation means~~generators.

11. (Original) The tape printing control device according to claim 10, wherein the mark is formed by printing.

12. (Original) The tape printing control device according to claim 11, wherein the mark is formed by a printed line.

13. (Currently Amended) The tape printing control device according to claim 1, wherein the tape printing control device controls ~~cutting means~~a cutting system so as to make a cut or half cut between the print images generated by the first and second image ~~generation means~~generators.

14. (Currently Amended) A ~~program that causes~~ computer program product comprising computer-readable instructions that cause a computer to execute:

a first storage step ~~for~~ of storing a first character string to be printed on a tape-like print medium;

a first image generation step ~~for~~ of generating a print image in which the first character string stored by the first storage step is arranged in a width direction of the tape-like print medium;

a second image generation step ~~for~~ of generating a print image in which the first character string stored by the first storage step is arranged in a lengthwise direction of the tape-like print medium; and

a print control step ~~for~~ of executing print control so that the print image generated by one of the first and second image generation steps will be printed on the tape-like print medium first and thereafter the print image generated by the other will be printed on the tape-like print medium.

15. (Currently Amended) The ~~program~~ computer program product according to claim 14, further ~~causing~~ comprising computer-readable instructions that cause the computer to execute a print range setting step capable of setting a print range in the lengthwise direction of the tape-like print medium for at least one of the print images generated by the first and second image generation steps.

16. (Currently Amended) The ~~program~~ computer program product according to claim 15, wherein the print control step executes the print control so that the print image generated by

the first image generation step will be printed being repetitively arranged in the print range set by the print range setting step.

17. (Currently Amended) The ~~program~~computer program product according to claim 15, wherein the first image generation step generates a print image in which an image of the first character string stored by the first storage step, being arranged in the width direction of tape-like print medium, is repetitively arranged in the print range set by the print range setting step.

18. (Currently Amended) The ~~program~~computer program product according to claim 14, further ~~causing~~comprising computer-readable instructions that cause the computer to execute a second storage step ~~for~~of storing a second character string to be printed on the tape-like print medium,

wherein the second image generation step generates a print image containing both the first character string stored by the first storage step and the second character string stored by the second storage step in one image.

19. (Currently Amended) The ~~program~~computer program product according to claim 14, further ~~causing~~comprising computer-readable instructions that cause the computer to execute a size change step ~~for~~of changing size of the print image generated by the first or second image generation step.

20. (Currently Amended) The ~~program~~computer program product according to claim 15, further ~~causing~~comprising computer-readable instructions that cause the computer to execute a size change step ~~for~~of changing sizes of the print images generated by the first and second image generation steps corresponding to the print ranges set by the print range setting step.

21. (Currently Amended) The ~~program~~computer program product according to claim 14, further ~~causing~~comprising computer-readable instructions that cause the computer to execute a print repetition specifying step ~~for~~of specifying the number of printings for the print image generated by the first or second image generation step.

22. (Currently Amended) The ~~program~~computer program product according to claim 14, wherein order of printing of the print image generated by the first image generation step and the print image generated by the second image generation step is settable in the print control step.

23. (Currently Amended) The ~~program~~computer program product according to claim 14, wherein the print control step further executes control for forming a mark allowing discrimination between the print images generated by the first and second image generation steps.

24. (Currently Amended) The ~~program~~computer program product according to claim 23, wherein the mark is formed by printing.

25. (Currently Amended) The ~~program~~computer program product according to claim 24, wherein the mark is formed by a printed line.

26. (Currently Amended) The ~~program~~computer program product according to claim 14, further ~~causing~~comprising computer-readable instructions that cause the computer to execute

a cutting step ~~for~~of making a cut or half cut between the print images generated by the first
and second image generation steps.